

FIGURE 1

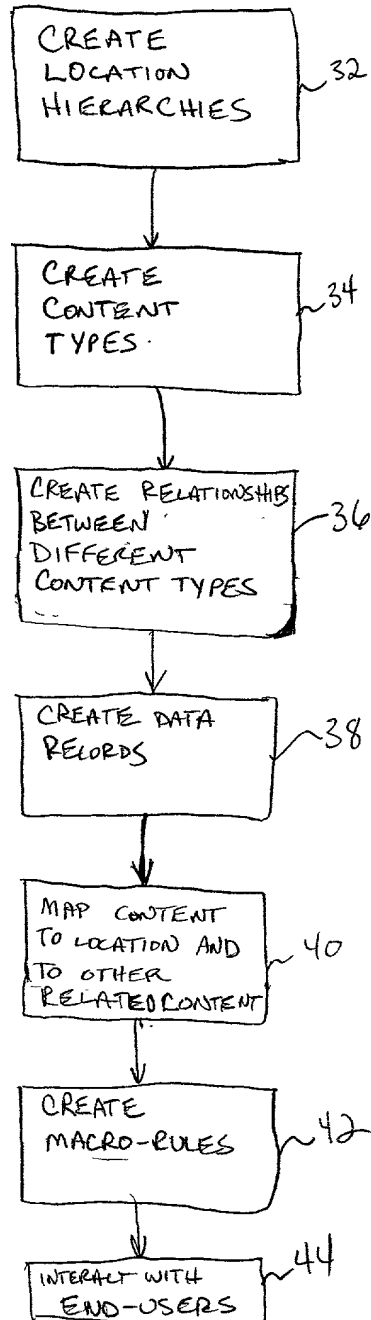


FIGURE 2

Advertising Hierarchy USPS Hierarchy Distribution Hierarchy

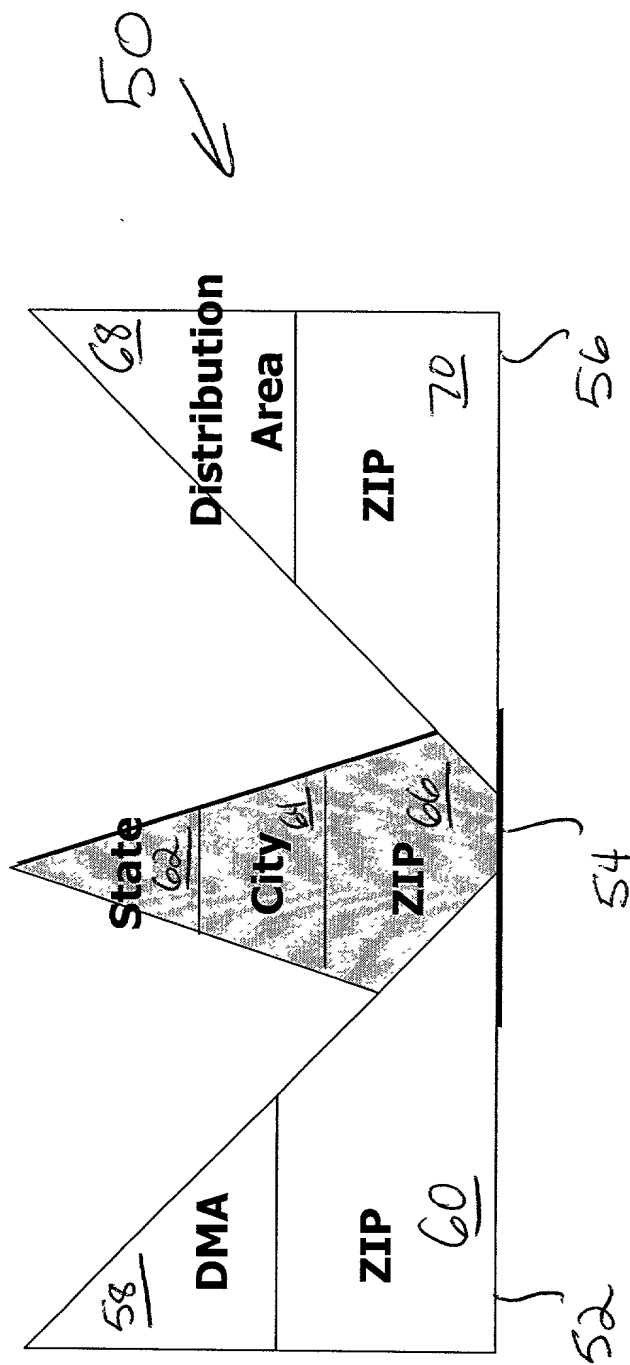
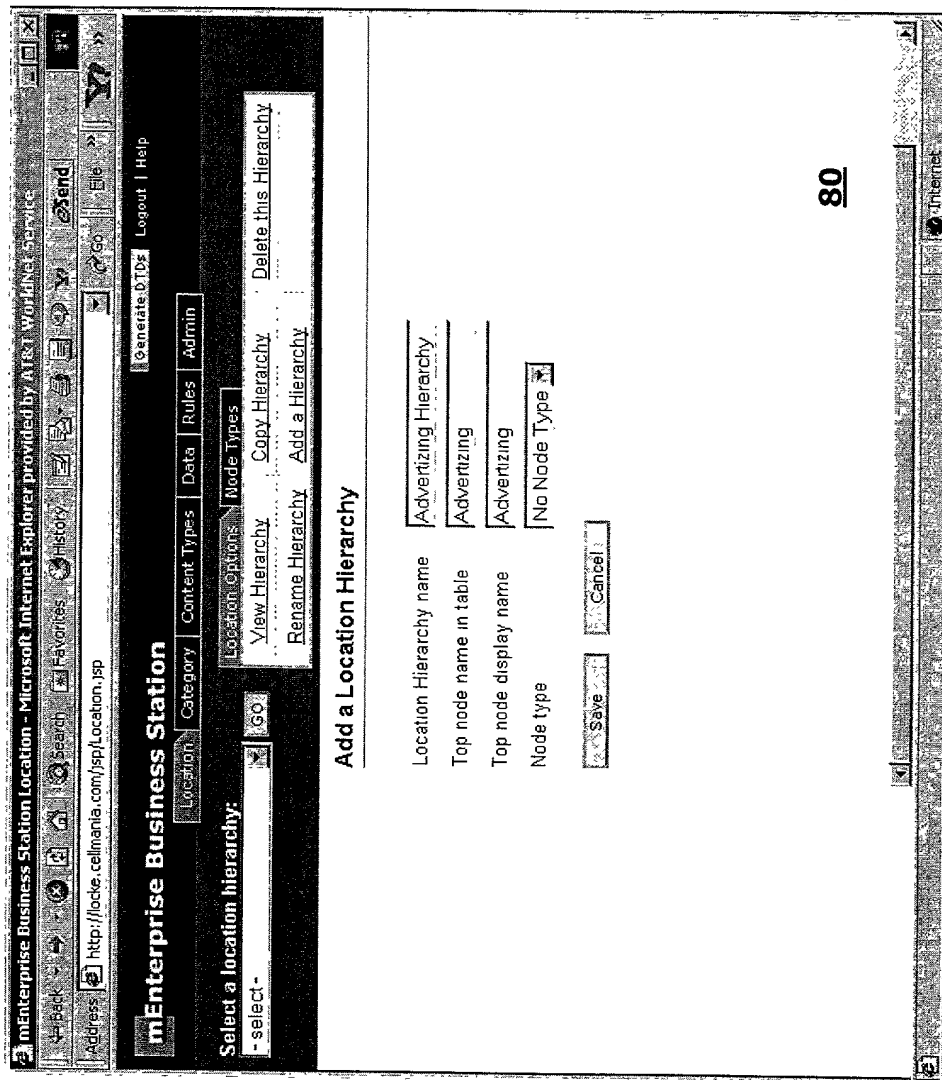


FIGURE 3



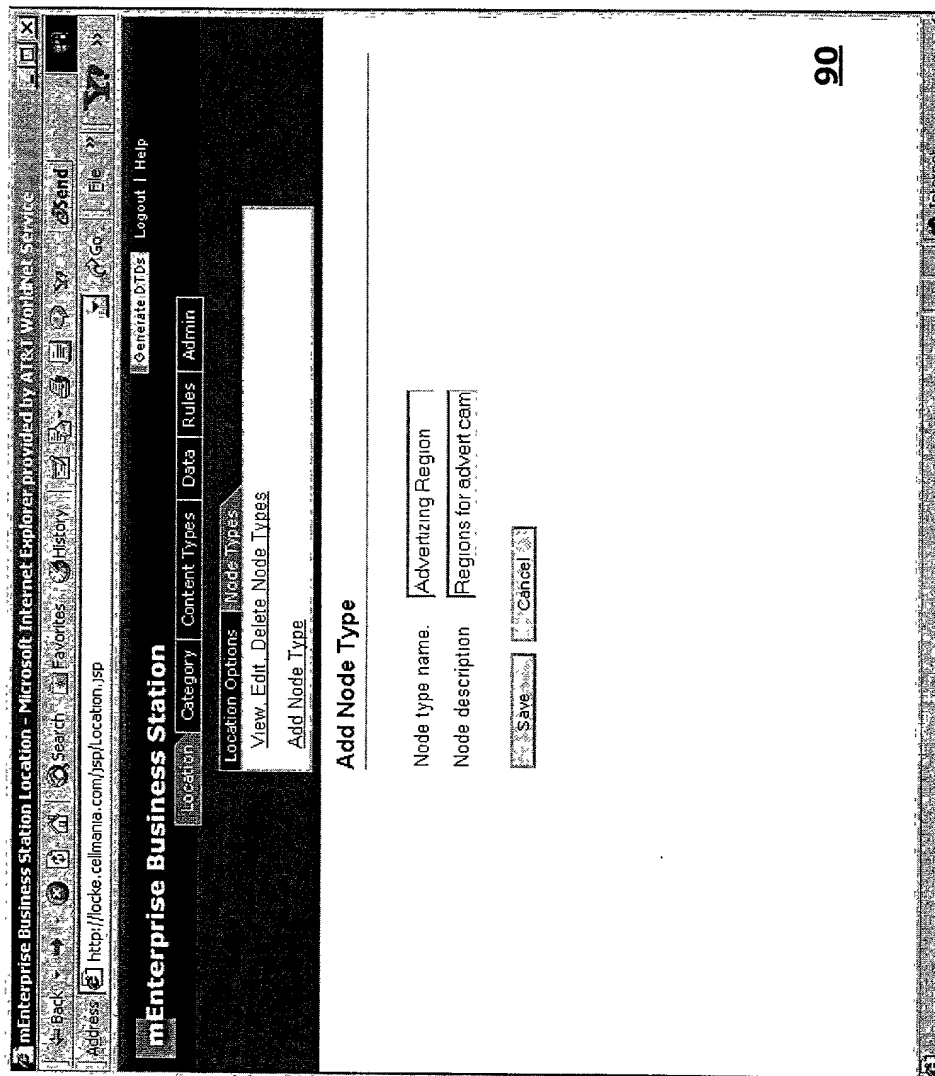


FIGURE 5

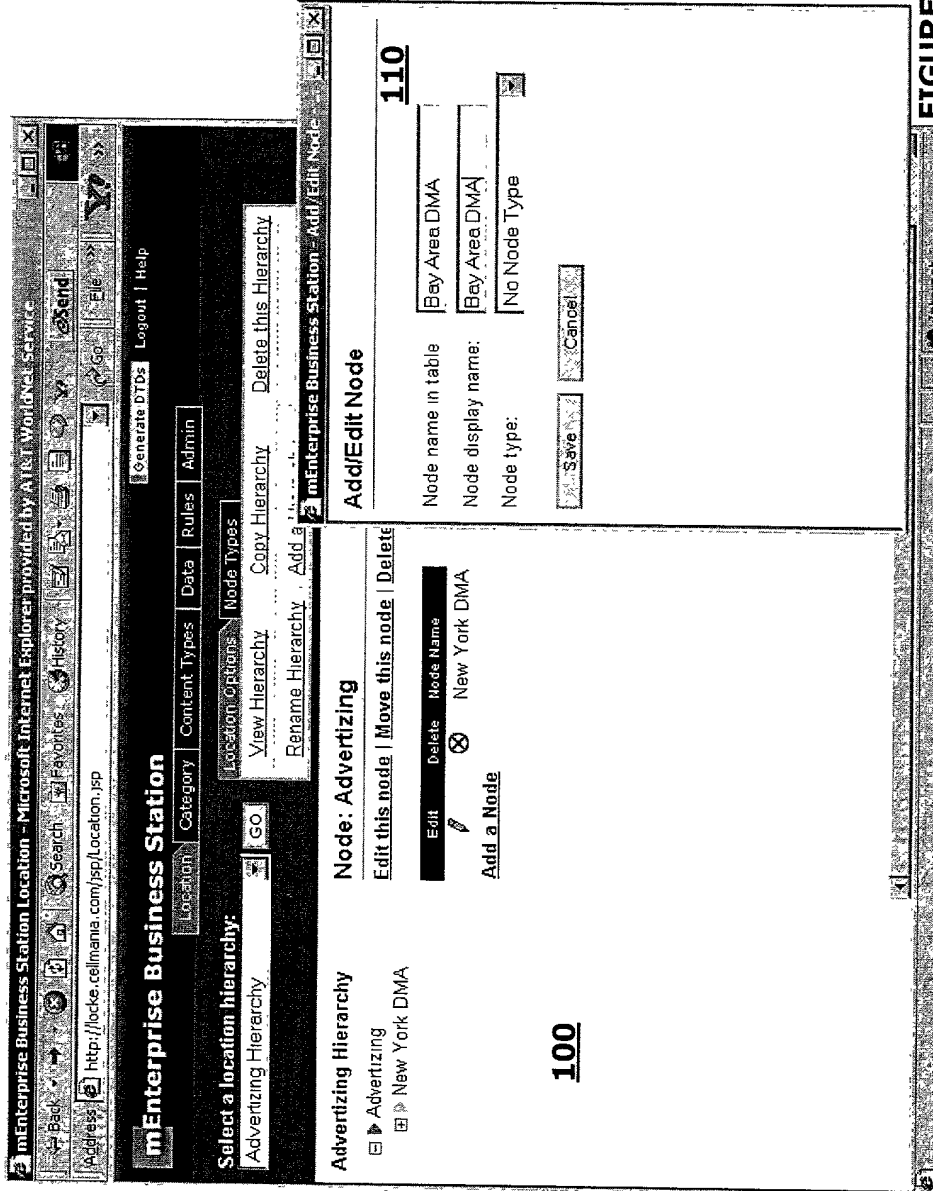


FIGURE 6

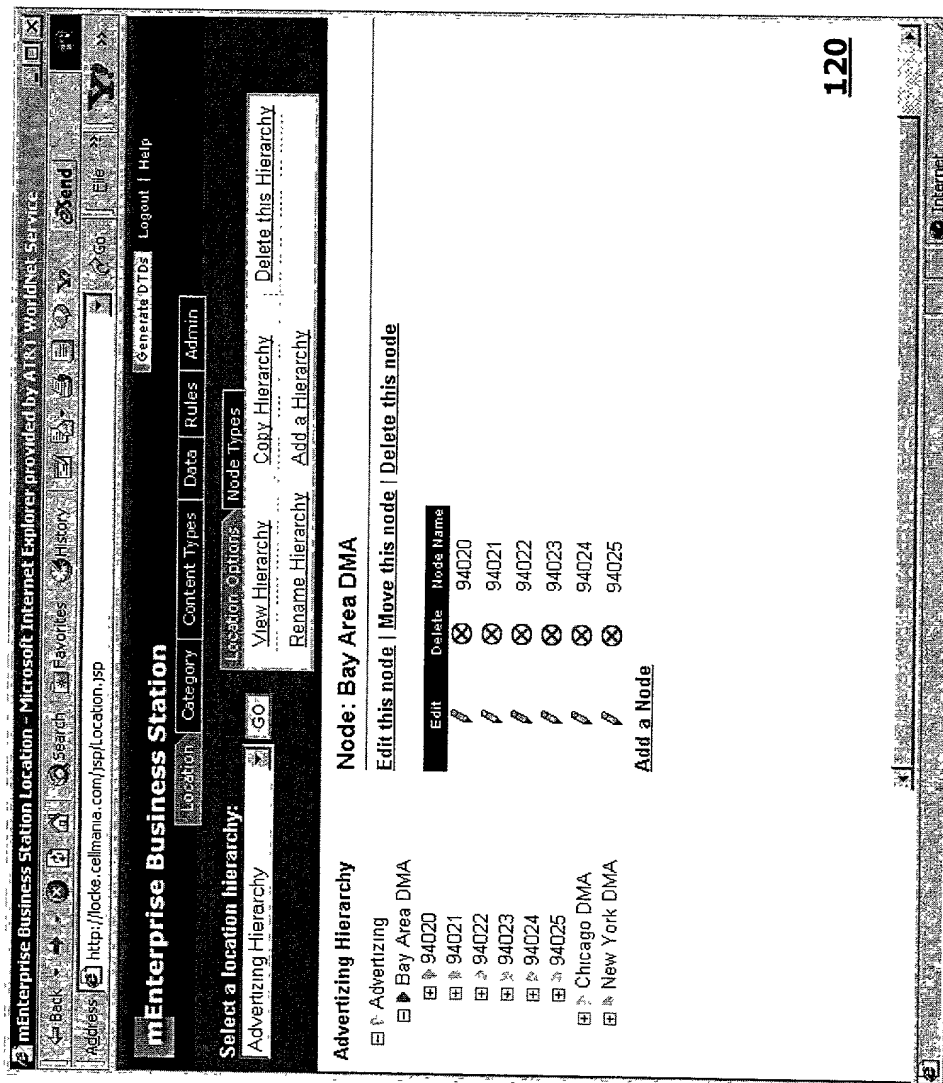
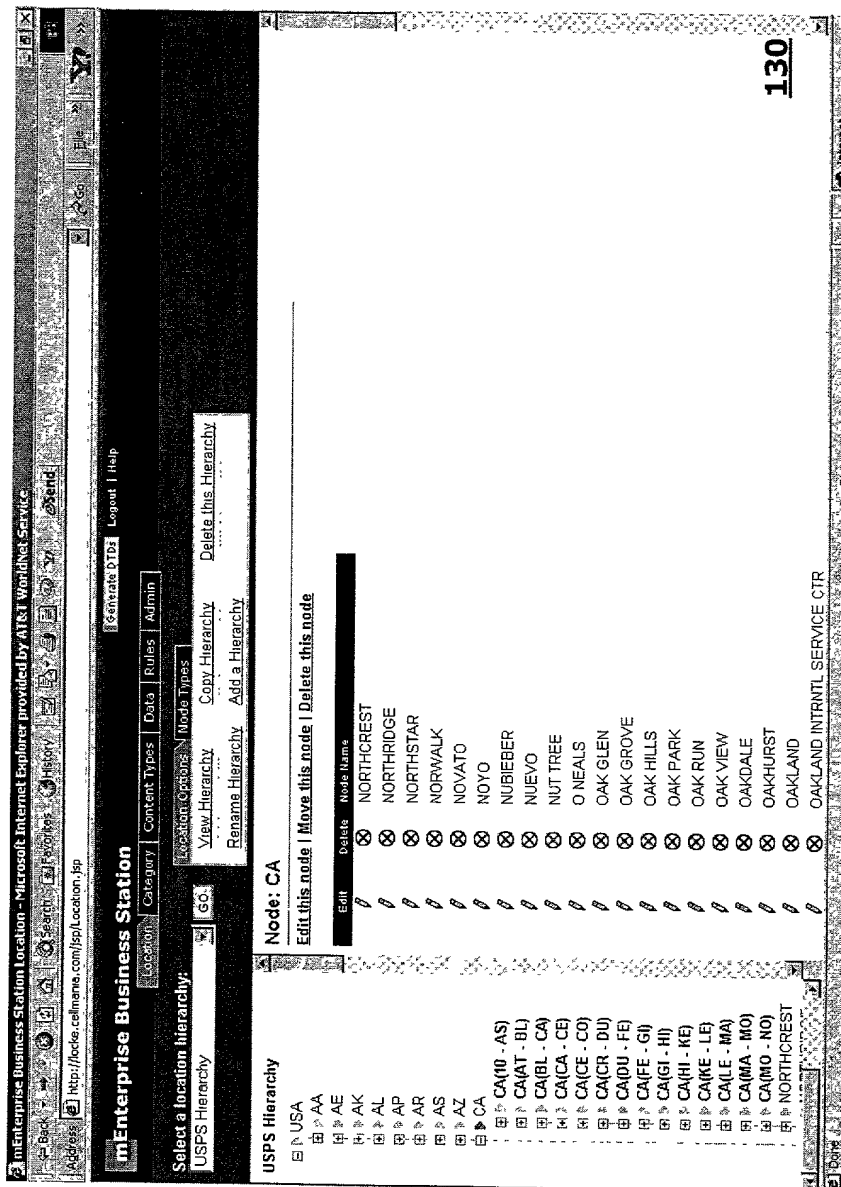


FIGURE 7



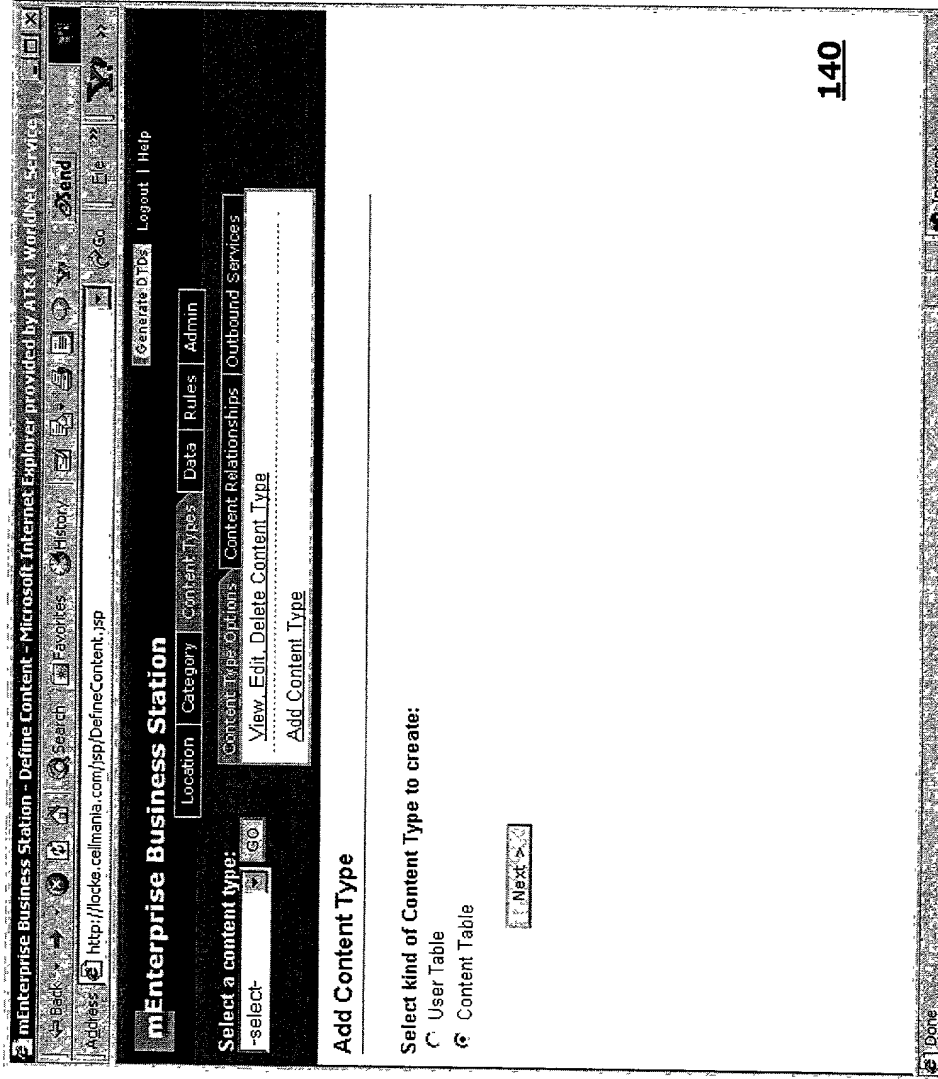


FIGURE 9

mEnterprise Business Station - Define Content - Microsoft Internet Explorer, provided by AT&T WorldNet Service

Address: http://locke.cellmania.com/jsp/DefineContent.jsp

Generate DTDs Logout Help

Location Category Content Types Data Rules Admin

Content Type Options: Content Relationships Outbound Services

View Edit Delete Content Type

Add Content Type

Select a content type:

RetailProduct

Content Type: RetailProduct Edit Delete

Table Name: R_Product

Description: Retail Products

Table Storage: In-Memory(cache)

Updateable by User: False

Field Name Data Type Length Enum Flag Index Flag Notes/Description

Field Name	Data Type	Length	Enum Flag	Index Flag	Notes/Description
cnt_id	integer	0	1	1	ContentId
ProductName	string	32	0	0	
SKU	string	32	0	0	
Price	floatrule	2000	0	0	

Field Name Data Type Length Enum Flag Index Flag Notes/Description

cnt_id integer 0 1 1 ContentId

ProductName string 32 0 0

SKU string 32 0 0

Price floatrule 2000 0 0

160

Internet

FIGURE 11

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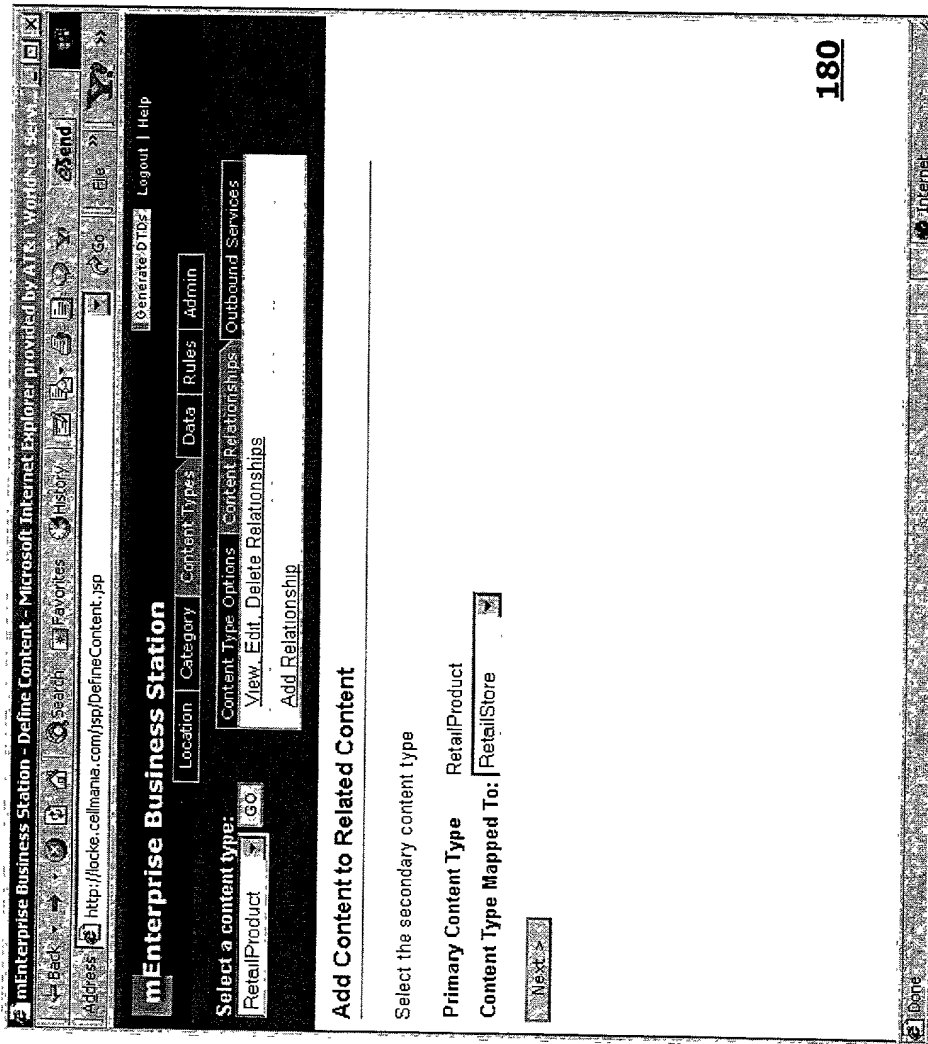


FIGURE 13

mEnterprise Business Station - Define Content - Microsoft Internet Explorer provided by AT&T WorldNet Service

Address: http://locke.cellmania.com/jsp/DefineContent.jsp

Generate DTDs Logout | Help

Location Category Content Types Data Rules Admin

Content Type Options Content Relationships Outbound Services

Select a content type: RetailProduct Add Relationship

Add Content to Related Content

Relationship Name: ProductToStore

Relationship Description: Store Level Product Inventory

Relationship Table Name: ProductToStore

Primary Content Type: RetailProduct

Content Type Mapped To: RetailStore

Relationship Table's Primary Columns:

Primary Column Name for Primary Content Type: RetailProduct

Primary Column Name for Related Content Type: RetailStore

Extended Attributes:

Include Field Name	Data Type	Data Length	Enum Flag	Index Flag	Description
<input checked="" type="checkbox"/> Inventory	Integer		<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	string		<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	boolean		<input type="checkbox"/>	<input type="checkbox"/>	

Internet

FIGURE 14

200

mEnterprise Business Station Content - Microsoft Internet Explorer provided by AT&T WorldNet Service

Address: http://locke.celmania.com/jsp/ContentFrameSource.jsp

Generate BIDS Logout Help

Location Category Content Types Data Rules Admin

Select a Content Type: RetailStore Go

Data Options Search View Records Hide/Show Fields Add Record Set Up Rules

mEnterprise Business Station

Edit Record # 26961

StoreName:	Palo Alto
StoreID:	3123
Store Type:	Mega

Relationships: Edit..

Cancel Save

Done Internet

210 FIGURE 16

mEnterprise Business Station Content - Microsoft Internet Explorer provided by AOL WorldNet Service

Address: http://locke.celname.com/jsp/ContentFrameSource.jsp

Logout | Help

mEnterprise Business Station

Location | Category | Content Types | Data | Rules | Admin

Select a Content Type: RetailProduct

View Records | Hide/Show Fields | Add Record | Set Up Rules

Edit Record # 26967

ProductName: Samsung DVD 2345

SKU: S2345

Price: float rulemain(float ListPrice) {
string city;
city = SessionGetStringValue("City");
if (city == "New York" || city == "Maui") return(1.10 * ListPrice)
else return(ListPrice);
}

Check this rule

Manufacturer: Samsung

ListPrice: 245

Relationships: Edit

220

FIGURE 17

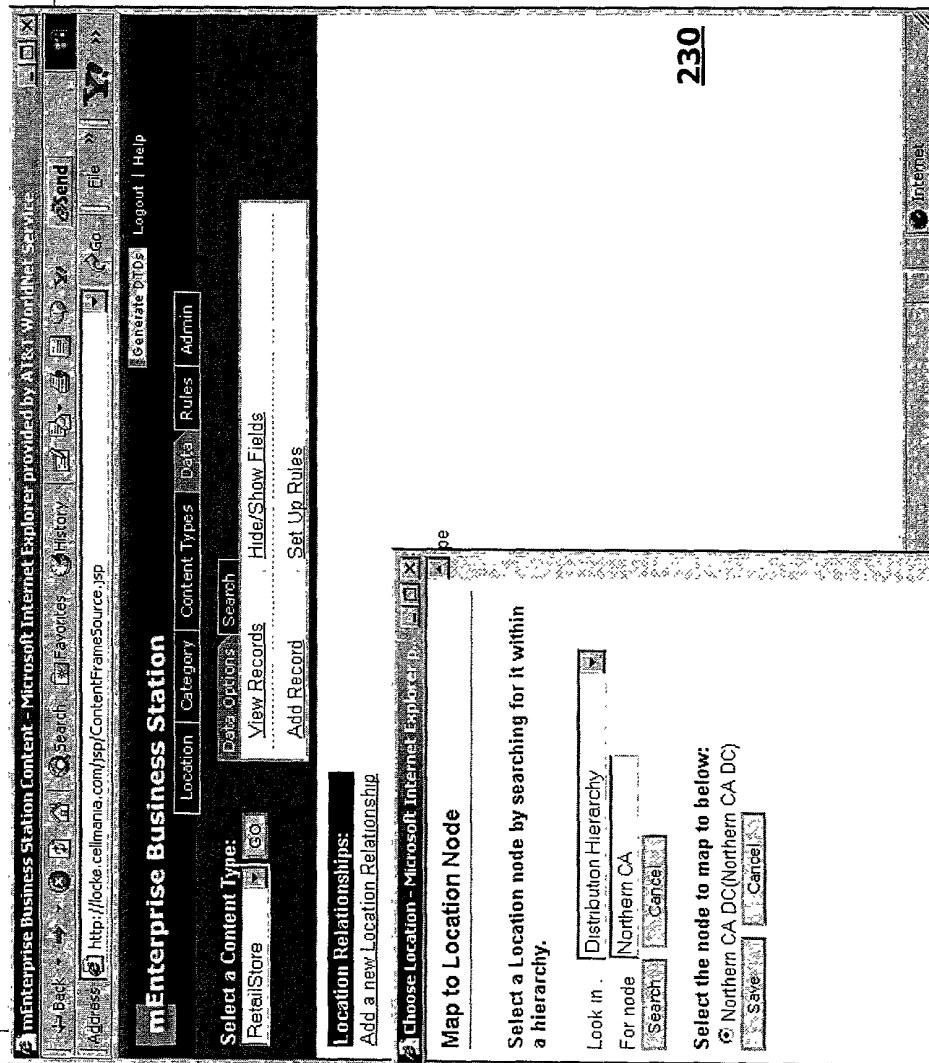


FIGURE 18

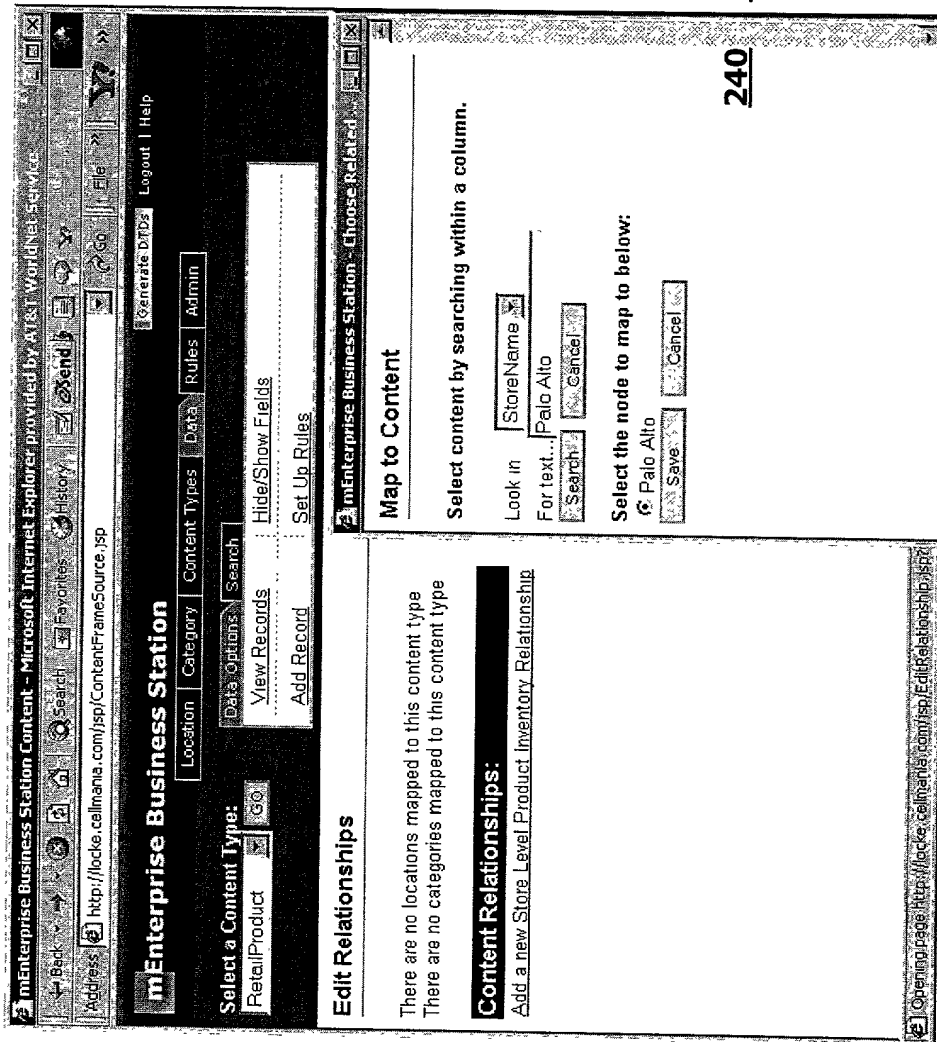


FIGURE 19

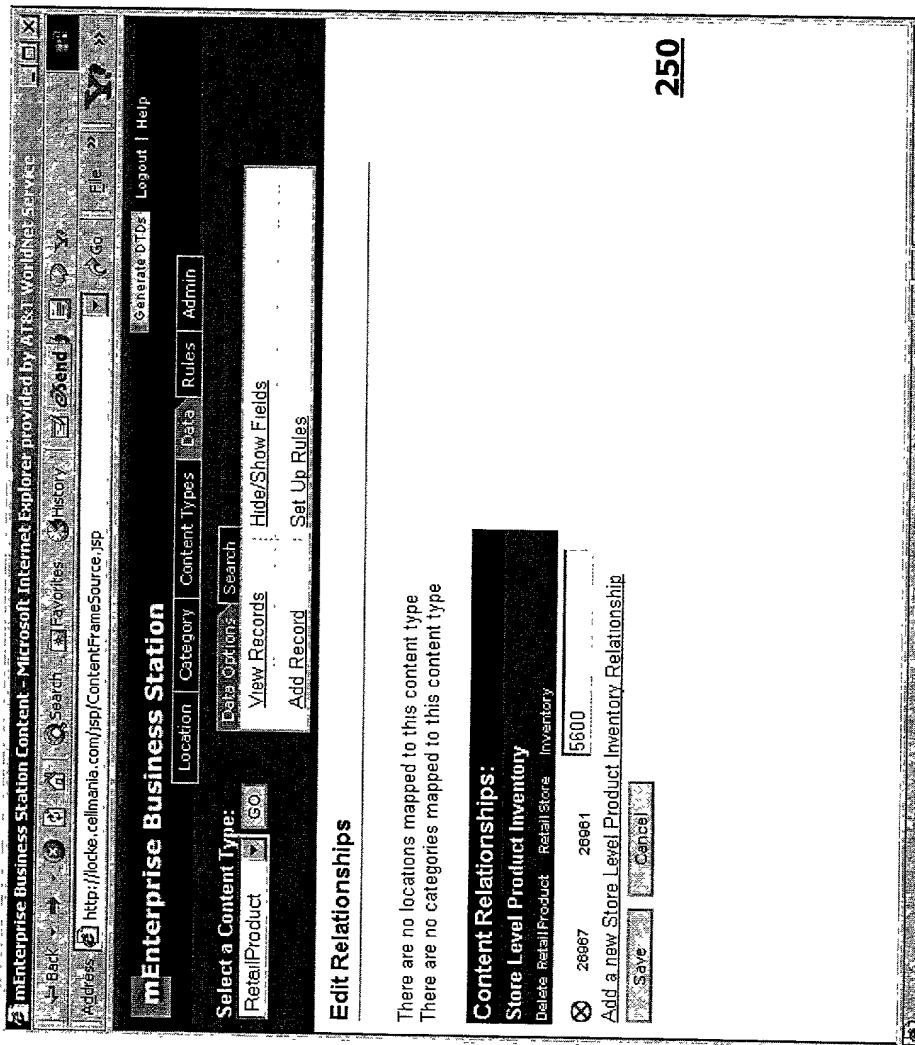
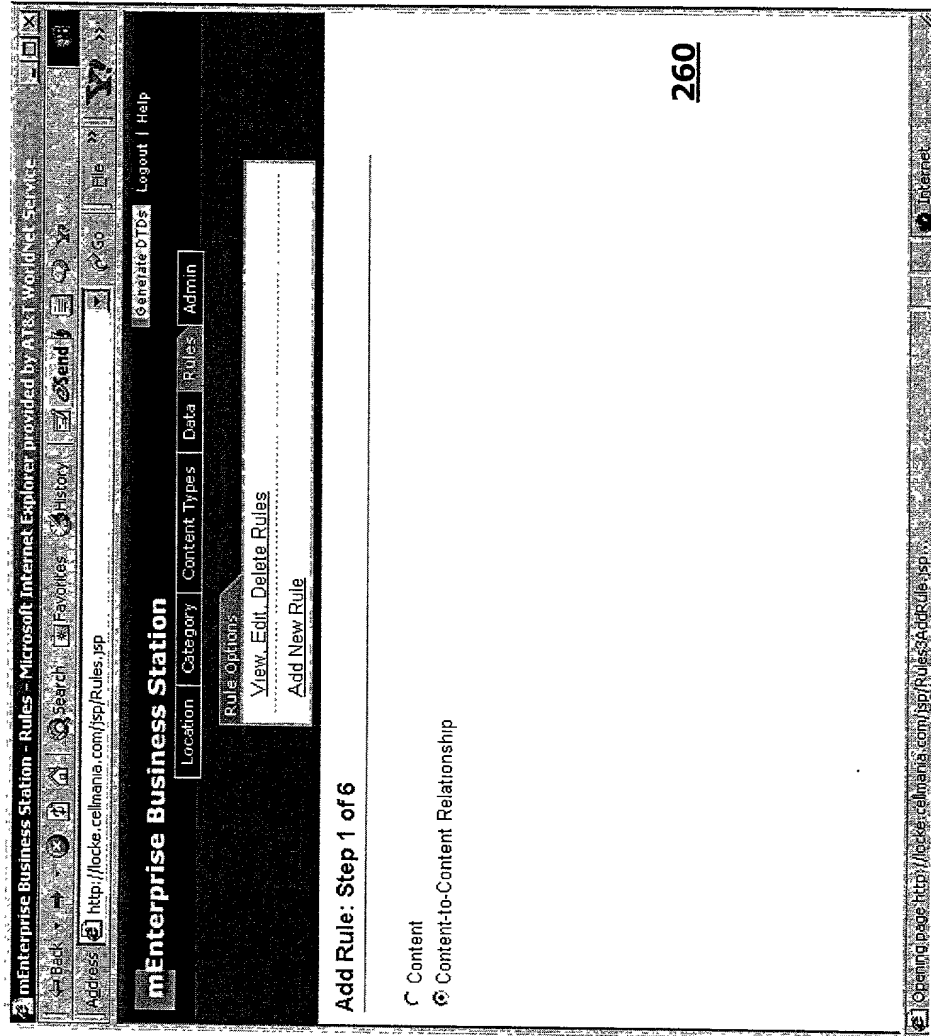


FIGURE 20



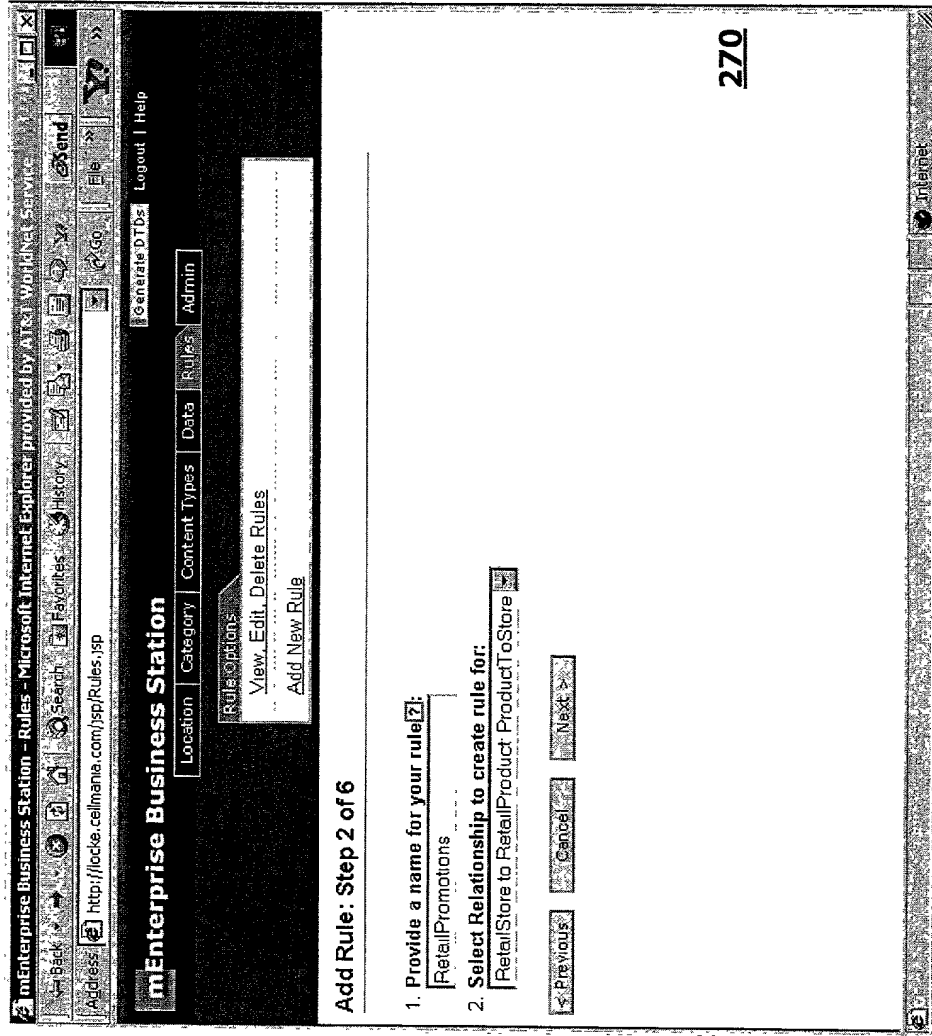


FIGURE 22

mEnterprise Business Station - Rules - Microsoft Internet Explorer provided by AT&T WorldNet Service

Back Forward Stop Reload Home Search Favorites History Go Stop End

Address http://locke.cellmania.com/jsp/Rules.jsp

Generate OTDS Logout Help

mEnterprise Business Station

Location Category Content Types Data Rules Admin

Rule Options

View, Edit, Delete Rules

Add New Rule

Select fields from the table(s) to use in your rule:

RetailStore

Field Names

☒ cnt_id

☐ StoreName

☐ StoreID

☐ StoreType

Relationship

Field Names

☐ RetailProduct

☐ RetailStore

☐ Inventory

RetailProduct

Field Names

☒ cnt_id

☐ ProductName

☐ SKU

☒ Price

☐ Manufacturer

☐ ListPrice

Location

Field Names

☐ cnt_id

☒ hierarchy_name

☒ node_name

Optional Scratch Fields:

Include: Field Name 7

Data Type: Char length

string

string

string

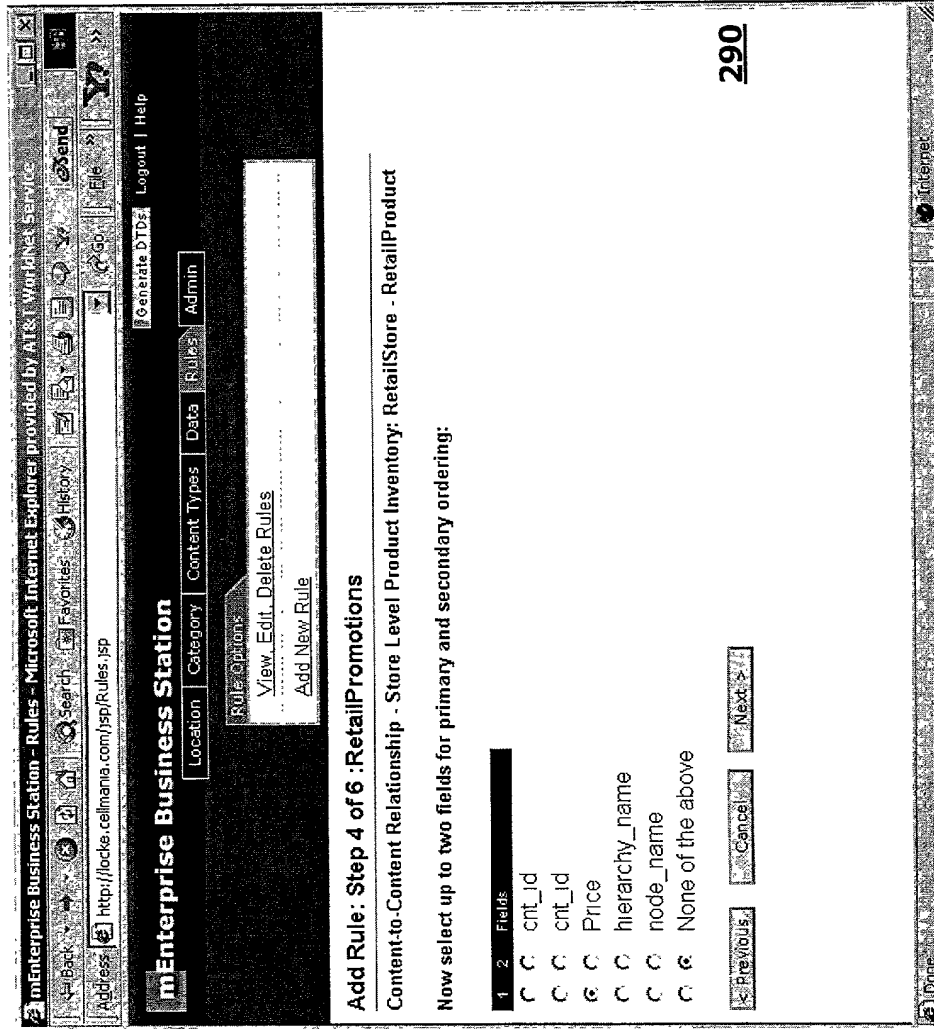
Add more scratch columns

Previous

Cancel

Next >

FIGURE 23



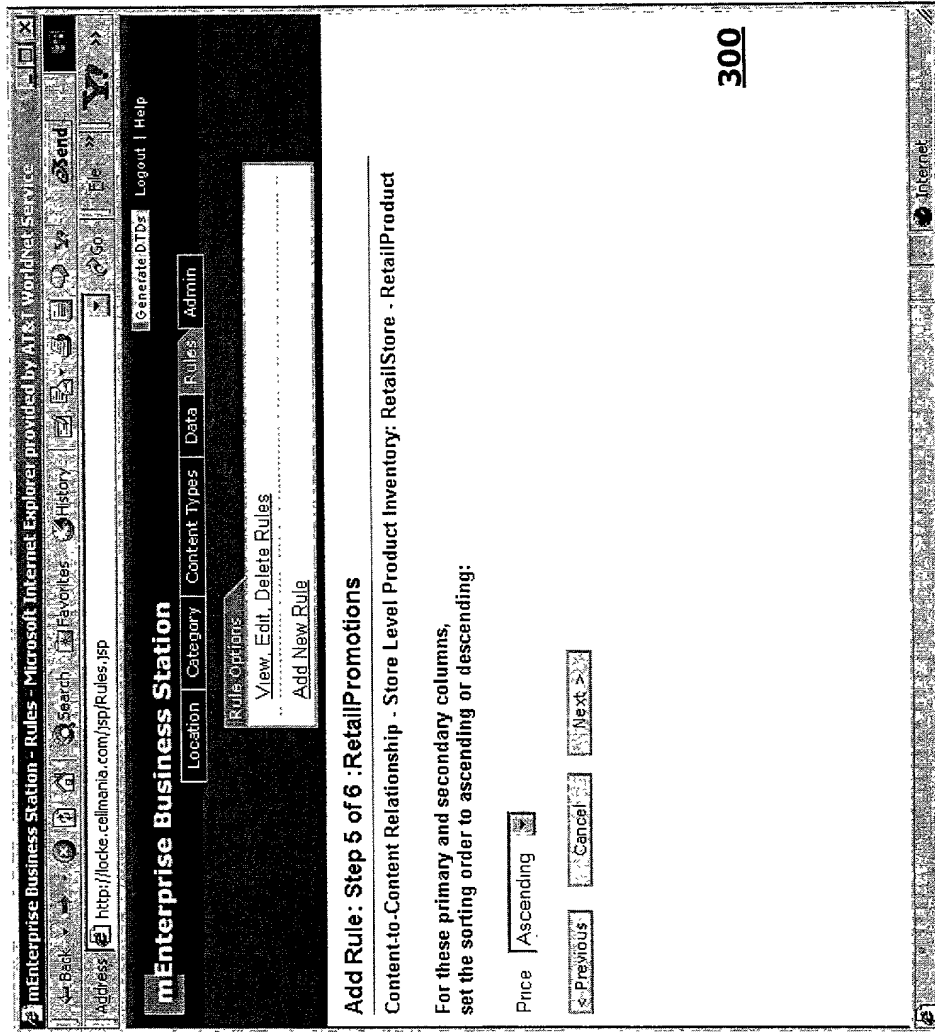


FIGURE 25

mEnterprise Business Station - Rules - Microsoft Internet Explorer provided by AT&T WorldNet Service

Address: http://locke.cellmania.com/jsp/Rules.jsp

Generate DTDs Logout | Help

Location Category Content Types Data Rules Admin

Rule Options

View, Edit, Delete Rules

Add New Rule

Add another pre-query rule

Check this rule

Post-query rules:

Pass Order	Run Order	Rule Name	Rule
1	1	Promotions	<pre>void rulemain (handle row) { string dn, dh; dn = RowGetStringValue (row, "node_name"); dh = RowGetStringValue (row, "hierarchy_name"); if (LocIntersect (dh+dn, Check this rule</pre>

Check this rule

FIGURE 26

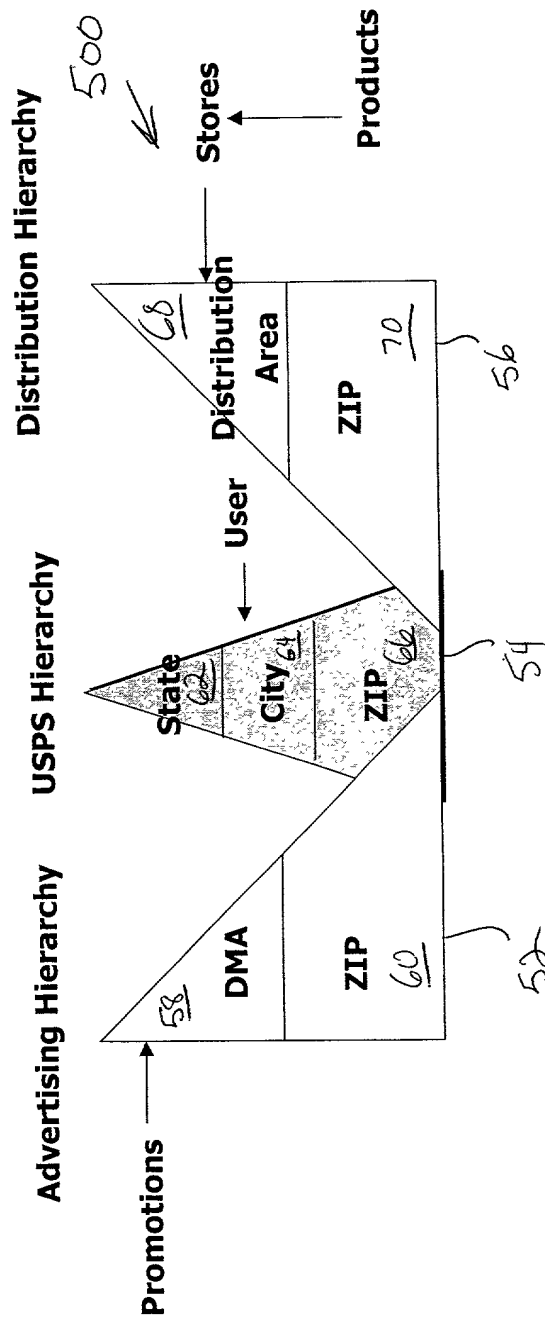


FIGURE 27

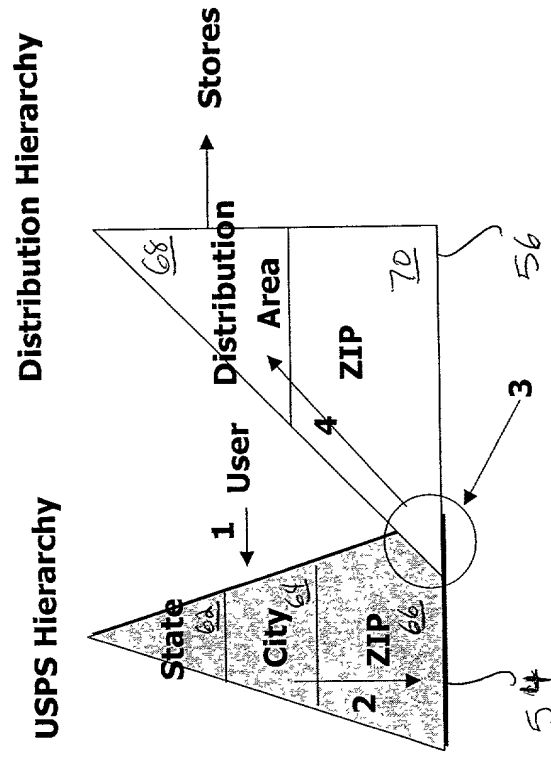


FIGURE 28